



WDIV

# ORDER

Print Date 11/02/12

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Flight Dates **11/02/12-11/04/12**

Contract / Revision      **263536 /**      **BENTIVOLIO 4 CONGRES**

Original Date / Revision      Agency Com      15%

11/01/12    11/01/12      Billing Contact

Advertiser **POL/Bentivolio for Congress:**  
New till 10/27/13      **2204 Countryside Drive**  
**Silver Springs, MD 20735**

Agency    **SRH Media, Inc**

Buying Contact      Sales Office    PHI  
Sales Region   NAT  
Agency Ref

**2204 Countryside Drive**  
**Silver Springs, MD 20735**

Order Sep      00:15:00

Estimate #

Alt Order #      **06401938**

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      AGY      POL      GEN

Product Codes PL-Representatives-Republica

Priority      P-1

Advertiser Ref

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 29675

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	14	\$25,223.75	\$29,675.00	0.00	10/29/12	11/04/12	14	\$25,223.75	\$29,675.00
Totals	14	\$25,223.75	\$29,675.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	11/02/12	11/02/12	Noon Nws 12-1p 10/29-11/6 Noon News 10/29-11/6	CM	12-1p	----1--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,800.00		0.00			
E 2	WDIV	11/02/12	11/02/12	11-1145p News 10/31-11/5 Late News 10/31-11/5	CM	11-1145p	----1--	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$7,000.00		0.00			
E 3	WDIV	11/03/12	11/03/12	NBC Sports Special Sat-Sun Sports Specials	CM	NBC SPORTS SP	-----2-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-					2	\$500.00		0.00			
E 4	WDIV	11/04/12	11/04/12	NBC Sports Special Sat-Sun Sports Specials	CM	NBC SPORTS SP	-----2	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2					2	\$500.00		0.00			
E 5	WDIV	11/03/12	11/03/12		CM	7-8p	-----1-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00



WDIV

Print Date: 11/02/12

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Contract / Revision **263536** Flight Dates **11/02/12-11/04/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:15:00

Advertiser **POL/Bentivolio for Congre** Product **BENTIVOLIO 4 CONGRES** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sat 7-8p Local News11/3											
				Sat Local News 11/3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$2,500.00		0.00			
E 6	WDIV	11/04/12	11/04/12	Sun 1130-12n Lcl Nws 10M	CM	1130-12n	-----1	:30	1	\$2,600.00	P-1	0.00	NM	1	\$2,600.00
				Sun Local News 11/4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$2,600.00		0.00			
E 7	WDIV	11/03/12	11/03/12	ND vs Pittsburgh 11/3	CM	330-7p	-----1-	:30	1	\$1,425.00	P-2	0.00	NM	1	\$1,425.00
				Notre Dame vs Pittsburgh											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$1,425.00		0.00			
E 8	WDIV	11/04/12	11/04/12	Football Night Ame 7-816M	CM	7-815p	-----1	:30	1	\$4,200.00	P-1	0.00	NM	1	\$4,200.00
				Football Night Amer											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$4,200.00		0.00			
E 9	WDIV	11/04/12	11/04/12	Sun News after FB	CM	Sun LN after FB	-----1	:30	1	\$2,900.00	P-2	0.00	NM	1	\$2,900.00
				Sun LN after FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$2,900.00		0.00			
E 10	WDIV	11/04/12	11/04/12	530-6a Inside Edition Su	CM	530-6a	-----1	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
				Inside Edition Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$300.00		0.00			
E 11	WDIV	11/04/12	11/04/12	Sun 6-730am Loc News	CM	Sun 6-7am	-----1	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
				Sun News 6-730am		(6:00 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$950.00		0.00			
E 12	WDIV	11/04/12	11/04/12	Sprts Final Ed.1235-1a	CM	1235-1a	-----1	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				Sprt Final Ed. 10/28-11/4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$4,000.00		0.00			
													Totals	14	\$29,675.00